Sustainable Transportation Initiatives

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About CSUSB

- Coyotes or Coyotes
- Two campuses: PDC & SBC
- Nestled at the foot of the San Bernardino Mountains
- Home of the Santa Ana winds
Palm Desert Campus Shuttle
Palm Desert Campus Shuttle

- Not your typical “campus shuttle!”
- 2x roundtrips per day
- 71 miles one-way
- No HOV lane on I-10
- 2x 32-passenger cutaway buses
- WiFi equipped buses
- Next steps
Palm Desert Campus Shuttle

- Nearly 4,000 one-way rides during the 10-week fall 2017 quarter.
- 226,000 lbs of CO2 saved per quarter.
- 80% of CSUSB students receive financial aid. Not all can afford driving between Palm Desert & San Bernardino.
- PDC is the only four-year university in the Coachella Valley.
OmniTrans Travelshed Analytics

- Existing farebox integration
- Fehr & Peers data processing
- Travelsheds created for 30 & 60 minute transit trips with $\frac{1}{4}$ and/or $\frac{1}{2}$ mile walks.
- 2,103 potential riders.
- Mail outreach campaign will target these potential riders & follow-up analysis
Questions?

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